



BICYCLE & PEDESTRIAN ADVISORY COMMITTEE (BPAC)

March 6, 2025 * Ed Ball Building, Room #3112

ABOUT US

The BPAC educates, supports, promotes, & advocates for the needs of pedestrians & bicyclists throughout the City of Jacksonville



AGENDA



5:30 – 5:35 PM: Introductions & Adoption of Minutes

5:35 – 5:50 PM: Officer Roles, Peter Borenstein, BPAC Chair

5:50 – 6:20 PM: The Case for Speed Cameras in School Zones, Silvia Castellanos & Matt Reich, Verra Mobility

6:20 – 6:35 PM: Edison Avenue - Bicycle Lane Candidate Matt Fall, COJ Bike/Ped Coordinator

6:35 - 6:40 PM: Update: Bike Month Bike Ride, Lauren Rushing, BPAC Vice Chair

6:40 - 6:45 PM: Update: May Bike to Work Day Event

6:45 – 6:55 PM: Discussion/Rapid Fire

6:55 – 7:00 PM: Wrap-up / Upcoming Events / Announcements / Next Meeting Info



BPAC Officer Roles

Peter Borenstein, BPAC Chair





BPAC | City of Jacksonville

School Zone Speed Safety Solution

> **Matt Reich**

Regional Account Executive, Government Solutions

> **Silvia Castellanos**

Government Relations, Government Solutions

Join us in our mission to make
our roads safer for everyone.



SPEEDING ISN'T JUST A TRAFFIC VIOLATION; IT'S A DEADLY THREAT ON OUR ROADS.



In 2022, speeding claimed over 12,151 lives – a staggering 29% of all motor vehicle fatalities, according to the National Highway Traffic Safety Administration (NHTSA).¹



A recent AAA Foundation for Traffic Safety survey revealed a concerning trend: 40% of respondents admitted exceeding the speed limit by 10 mph on residential streets, putting activities like children riding bikes, families walking with strollers, and neighbors crossing the street at significantly higher risk.²



Speed safety camera programs are on the rise, serving as a proven tool to help agencies change driver behavior and build safer communities. Today, nearly half the U.S. states have authorized automated speed legislation.

Florida Safety Camera Solutions



SCHOOL ZONE SPEED

Enforce vehicles
exceeding speed limits



RED LIGHT

Enforce vehicles
illegally running red lights



SCHOOL BUS SAFETY

Enforce vehicles
illegally passing school buses

\$100 Fine Breakdown

- \$60 to Municipality/County
- \$20 to the Department of Revenue for deposit into the General Revenue Fund
- \$12 to the School District for school security initiatives, student transportation, or student walking conditions
- \$5 to the County or municipality for the School Guard Recruitment and Retention Program
- \$3 to the Law Enforcement Criminal Justice Standards and Training Trust Fund.

National Statistics Sound the Alarm



4X MORE DANGEROUS

City school roads are four times more dangerous than rural school roads.¹



DANGER IN DROP-OFFS

The worst and most dangerous hours are pickup and drop-off times: 7-8 AM and 3-4 PM.¹



PEDESTRIAN DEATHS

surged 19% from 2019 to 2022, increasing faster than all other traffic fatalities.²



5 TEEN PEDESTRIANS

are killed every week in the United States. Distracted walking and driving are on the rise.³



Cities Turn to Speed Safety Solutions



CHANGE DRIVER BEHAVIOR

Reduce crashes, injuries, and fatalities on the road by enforcing traffic compliance.



RAISE AWARENESS

Launch a public relations campaign to better educate drivers about school zone safety.



ENHANCE SAFETY

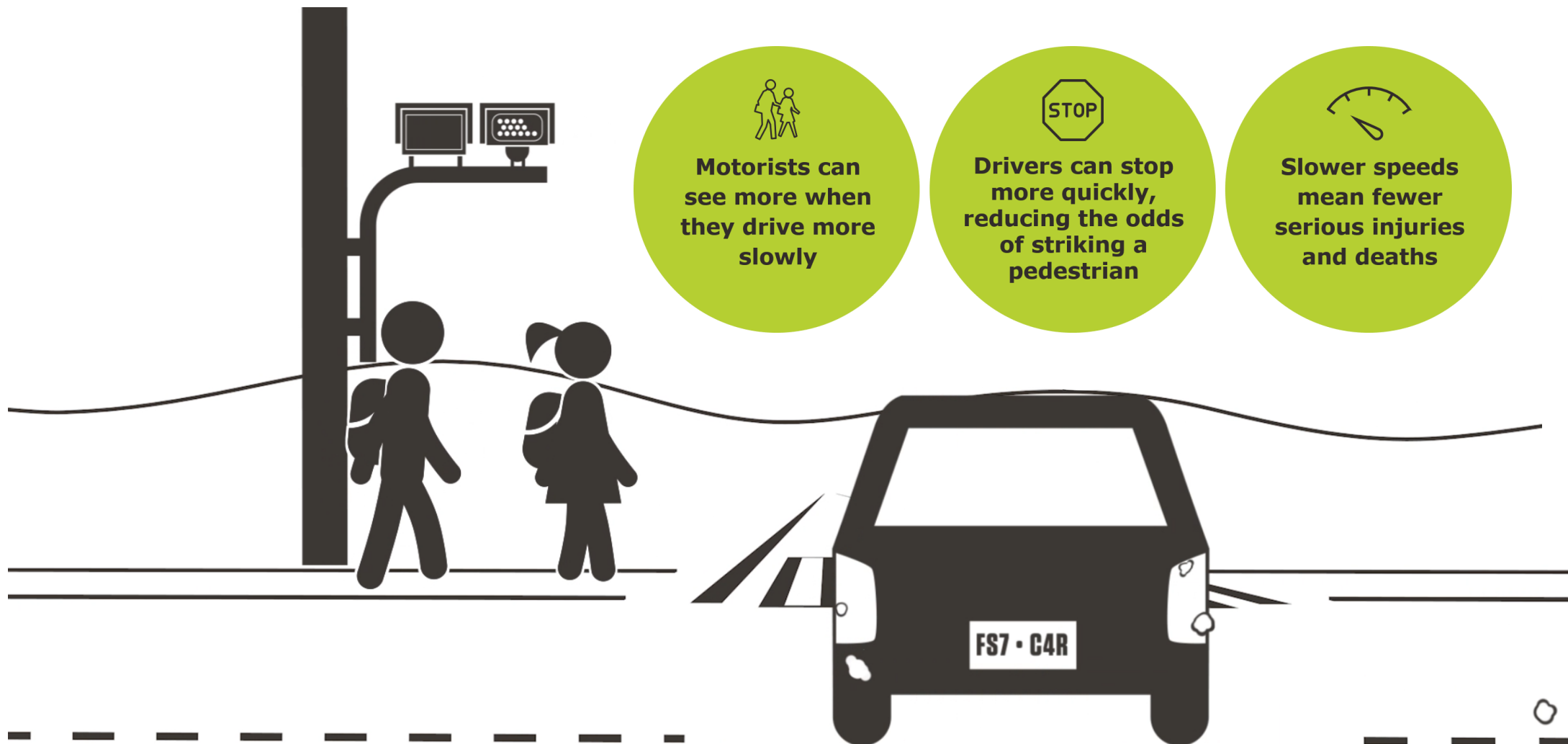
Reduce dangerous driving, making school zones safer for drivers, pedestrians, and cyclists.



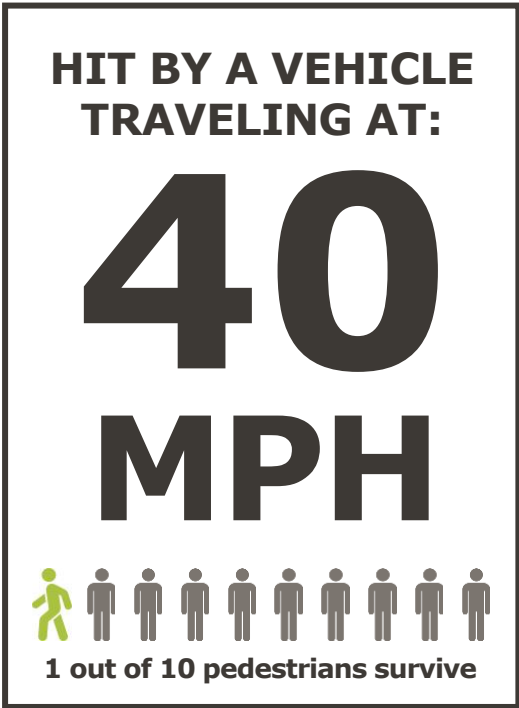
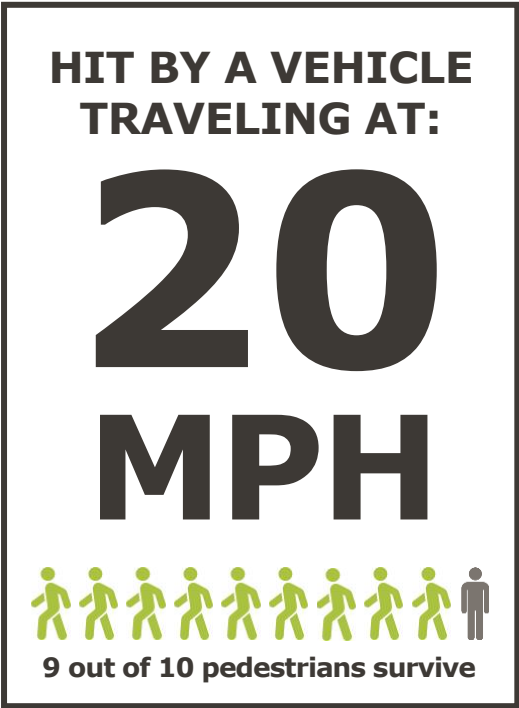
INCREASE EFFICIENCY

Reduce the workload burden on law enforcement officers to cover more ground with less effort.

Enforce Speeds to Save Lives



Enforce Speeds to Slow Traffic





COMPREHENSIVE SAFETY SOLUTION: HOW AUTOMATED CAMERA PROGRAMS WORK

Speed safety camera programs utilize advanced technology to detect speeding vehicles and capture photographic and video evidence. These programs offer versatile deployment options:

Fixed Locations

Strategically placed safety cameras in high-risk areas like school zones and busy streets provide continuous monitoring.

Adaptable Enforcement

Transportable units can be relocated and configured to enforce speed at multiple locations.

Mobile Flexibility

Mobile camera solutions can be quickly deployed at roadside locations across the community.

Beyond capturing speeding vehicles, these programs deliver significant safety benefits:

Proven to Change Driver Behavior

The presence and operation of safety cameras raise driver awareness of speed limits, encouraging long-term compliance.

Safer for Everyone

Reduced speeding creates safer environments for drivers, pedestrians, and cyclists. Lower speeds mitigate crash severity and increase survival chances.

Public Education and Awareness

Effective programs integrate public awareness campaigns that highlight the dangers of speeding and the importance of obeying speed limits. This multi-faceted approach fosters a culture of safe driving habits.

Speed Enforcement Solutions

➤ Deployment

- **Fixed** - Effective and continuous speed enforcement mounted to a pole or existing infrastructure.
- **Mobile** – Active speed enforcement vehicles that can driven to locations across a community.
- **Transportable** – Compact speed enforcement units that can be relocated from one location to another.



Reduce Speeding.



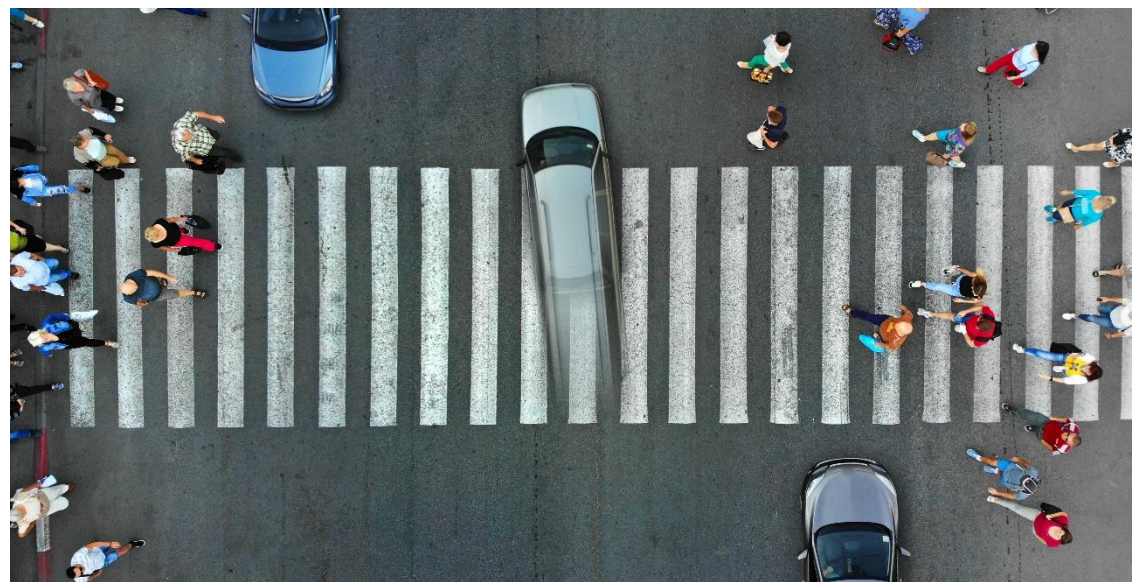
Change Driver Behavior.



Build Safer Communities.

➤ Use Case

- **School Zones**
- **Work Zones**
- **Community roads**
- **Intersections**



Speed Enforcement | Results

Speed Reductions

Studies of cameras on residential roads in Maryland, on a high-speed roadway in Arizona and on city streets in the District of Columbia found that the proportion of drivers exceeding speed limits by more than 10 mph **declined by 70%, 88% and 82%**, respectively, six to eight months after cameras were introduced.¹

Speed camera enforcement in Montgomery County resulted in a **19% reduction** in the likelihood that a crash involved an incapacitating or fatal injury.²

80% **AVERAGE
SPEED
REDUCTION**

19% **FATAL
INJURY
REDUCTION**



PREFERRED VENDOR CHECKLIST

Real-World Experience

Ensure your speed safety camera program succeeds by partnering with an experienced provider. Expertise can optimize operations, maximize results, and guarantee compliance, ultimately safeguarding your community.

- ✓ Proven track record
- ✓ Longstanding client relationships
- ✓ Optimal size and scalability
- ✓ Recognized industry achievements
- ✓ Strong financial stability

Multi-Functional Technology

Stay ahead of the curve by partnering with a provider that leverages cutting-edge technology. Advanced systems should evolve to your community's needs, unlocking new features and functionalities that maximize the safety program's efficiency over time.

- ✓ Integrated AI and machine learning
- ✓ Accessible over-the-air software updates
- ✓ Streamlined event processing platform
- ✓ Best-in-class security and privacy
- ✓ Continuous research and development

Comprehensive Support

Streamline your safety program with a provider that handles everything from start to finish. This end-to-end support ensures a smooth implementation and frees your agency to focus on what matters most: keeping your community safe.

- ✓ Installation and maintenance
- ✓ Program management and training
- ✓ Event processing and citation mailing
- ✓ Data analysis and reporting
- ✓ Payment, court, and compliance support
- ✓ PR and community awareness



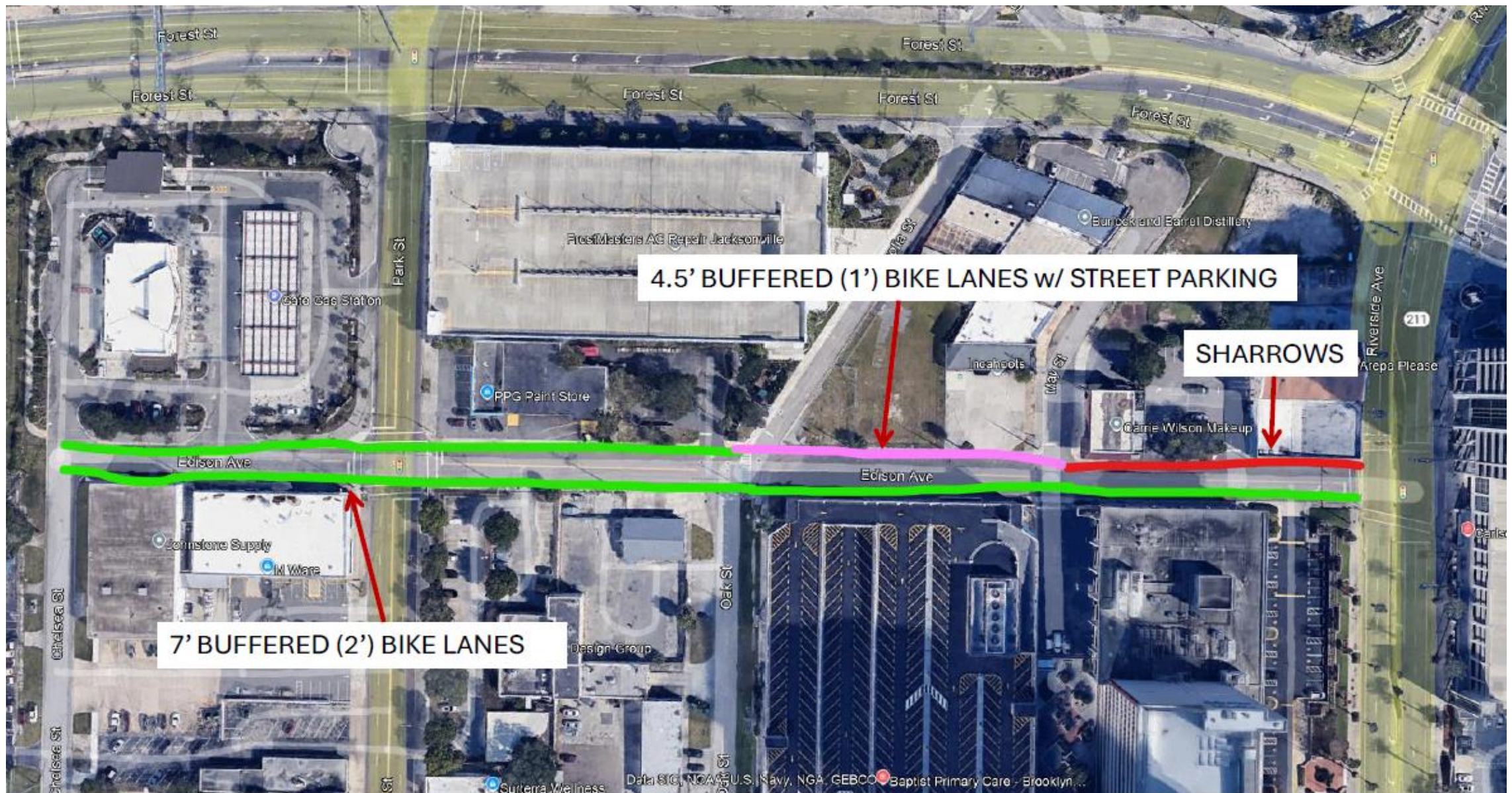
Q&A



Determining Public Opinion on Potential Edison Avenue Bicycle Lanes

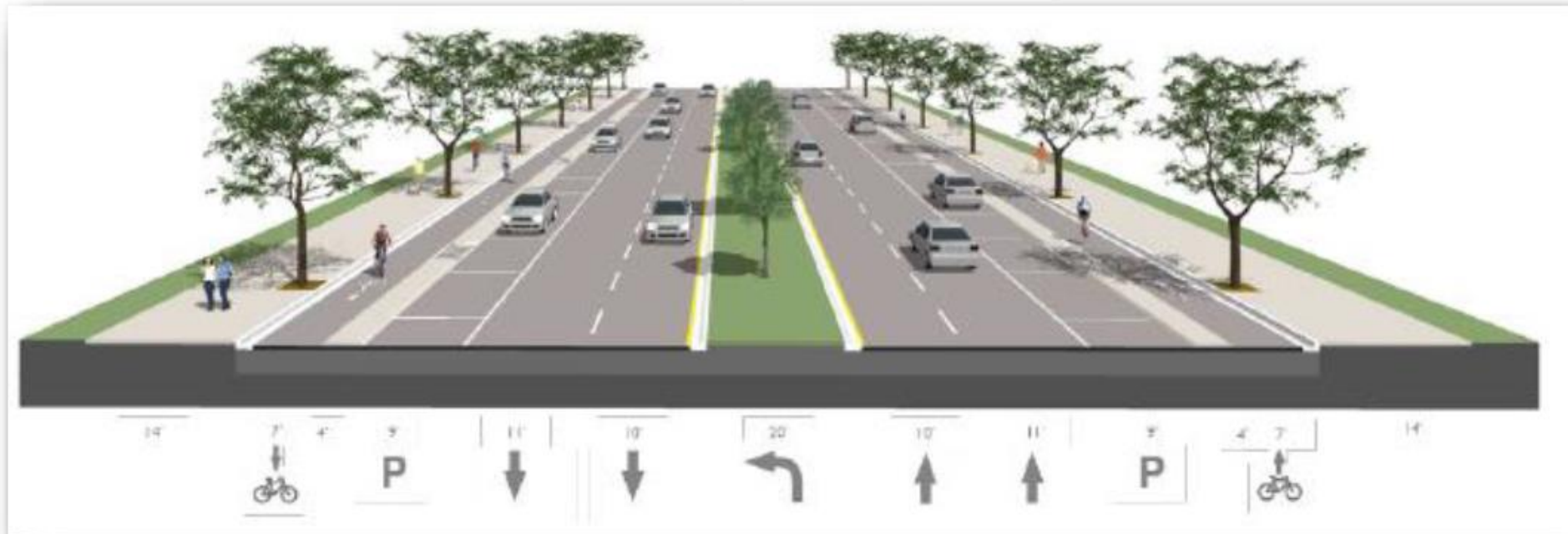
Matt Fall, Bicycle-Pedestrian Coordinator, City of Jacksonville: mfall@coj.net





FOREST ST, FROM PARK ST TO RIVERSIDE AVE:

NOTE: May be able to construct protected bike lanes on Forest St. between Park St. and Riverside Ave.? It would look like this. Construction is feasible and could be done quickly for about \$200,000-\$300,000.

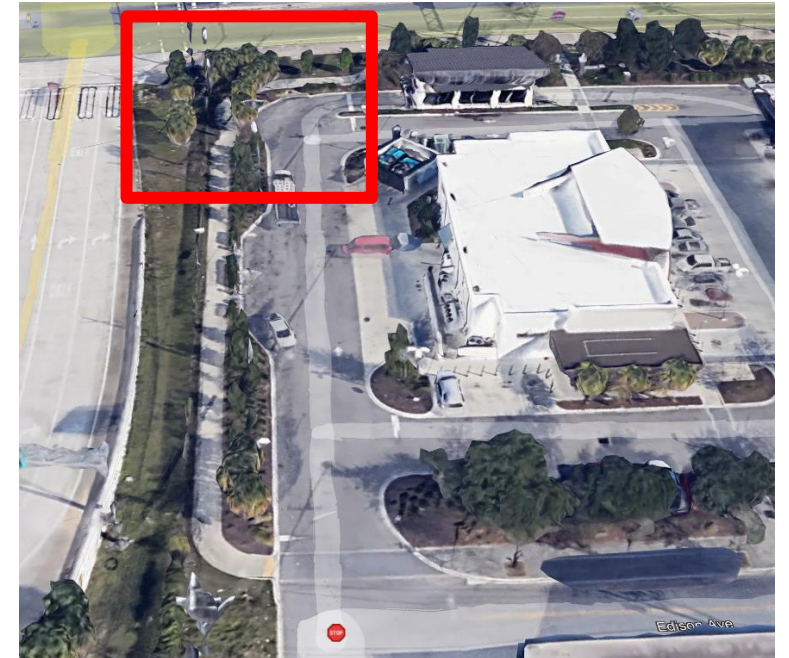




















A planned FDOT project at the I-95 ramp terminals will also update the access at the Myrtle Avenue and Forest Street intersection.





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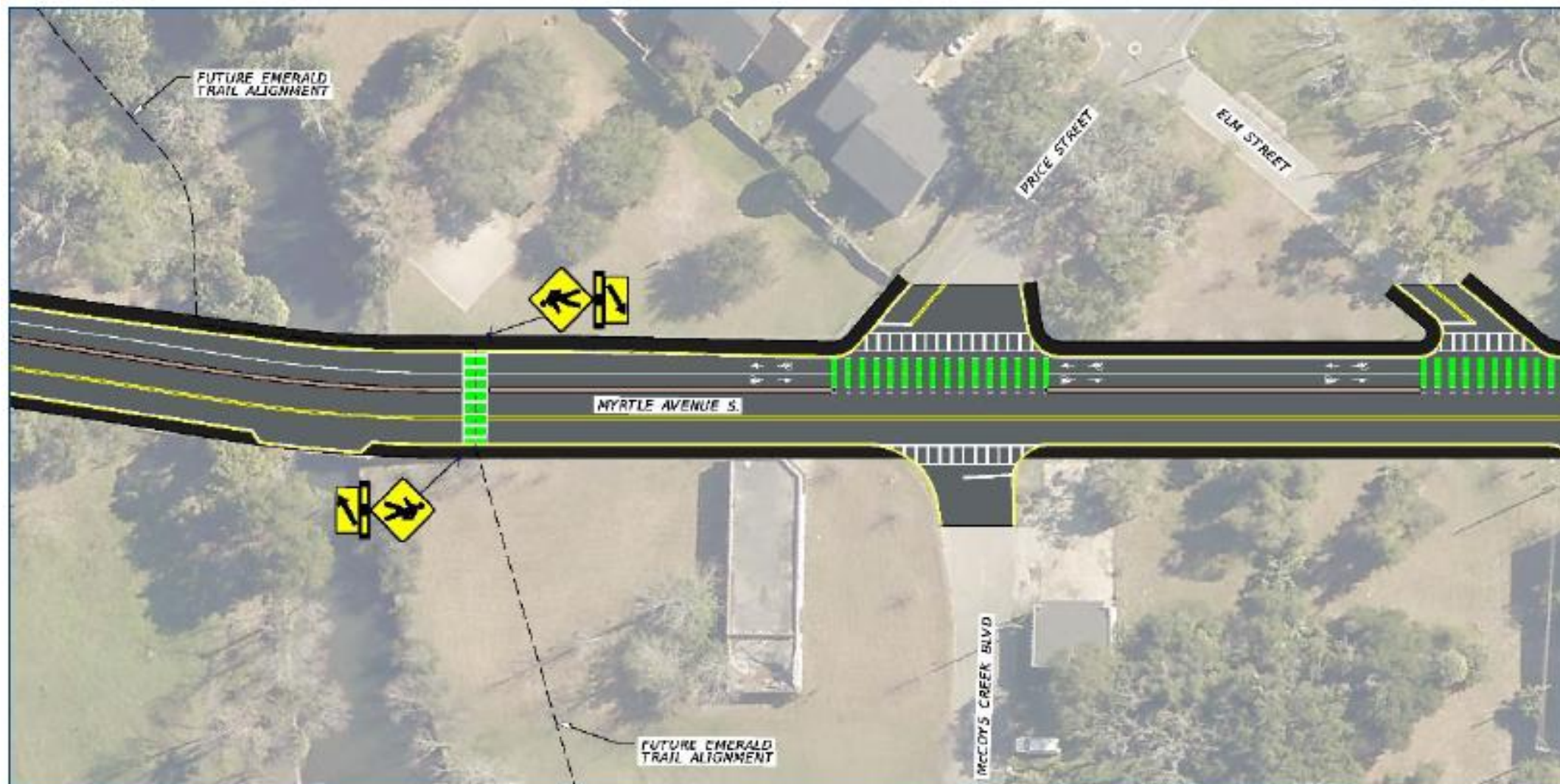


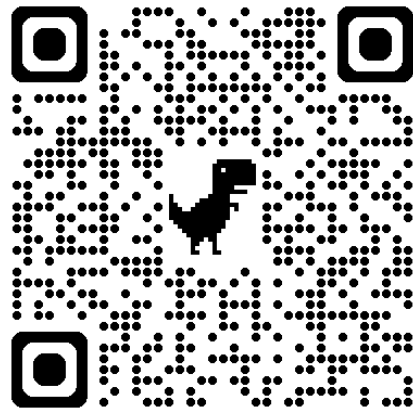
Figure 14 – Detail of Roll Plot (Segment 1, Emerald Trail to Elm Street)

Myrtle Avenue Complete Streets Study

Forest Street to Moncrief Road
Jacksonville, FL (Duval County)

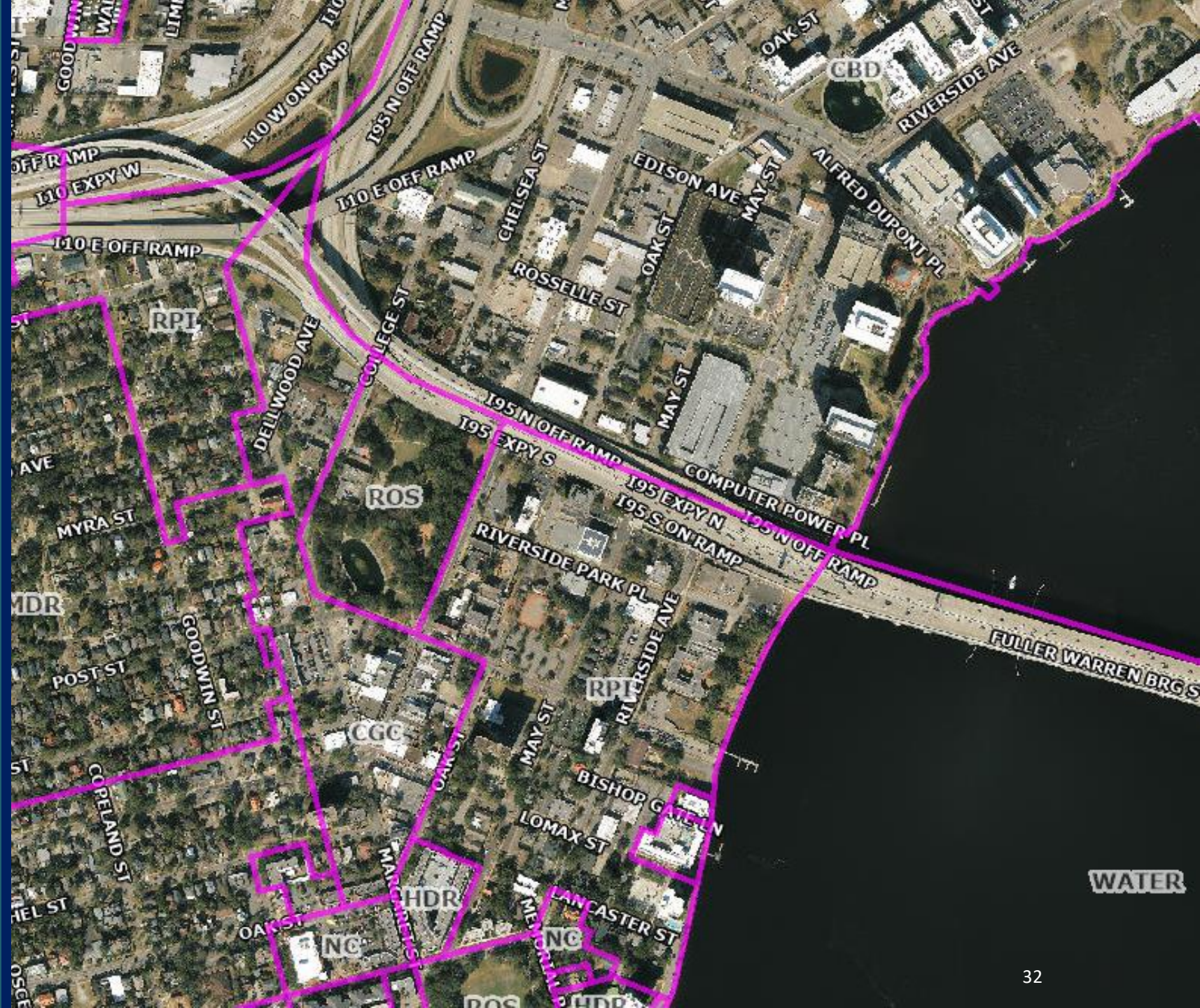
Final Report

January 2024



LAND USE

- CENTRAL BUSINESS DISTRICT (CBD)
- RECREATIONAL OPEN SPACE (ROS)
- RESIDENTIAL PROFESSIONAL INSTITUTE (RPI)
- COMMUNITY GENERAL COMMERCIAL (CGC)
- HIGH-DENSITY RESIDENTIAL (HDR)
- MEDIUM-DENSITY RESIDENTIAL (MDR)



I DIG JAX



- RIVERFRONT PLAZA: PHASE ONE
- PARK STREET ROAD DIET
- MCCOYS CREEK OUTFALL
- MUSIC HERITAGE GARDEN
- ADAMS & FORSYTH TWO-WAY: PHASE ONE
- HOGAN STREET CYCLE TRACK
- RIVEREDGE PARKS & BOARDWALK: PHASE ONE
- ST. JOHNS RIVER PARK & FRIENDSHIP FOUNTAIN
- SHIPYARDS WEST
- METROPOLITAN PARK





Update: Florida Bike Month Bike Ride

Lauren Rushing, BPAC Vice-Chair





Update: May Bike to Work Day Event

Group/All





Discussion / Rapid Fire Topics

Group/All



National League of American Bicyclists

2025 National Bike Summit



NPC25 program areas will include sessions on these topics:

- Climate Change, Energy, and the Environment
- Economic Trends and Transformations
- Emerging and Evolving Technology
- Inclusive Planning for Social Change
- Housing Challenges and Solutions
- Navigating Politics to Advance Planning
- Transportation and Infrastructure
- Upskilling for the Future

March 11-13, 2025
Washington, DC



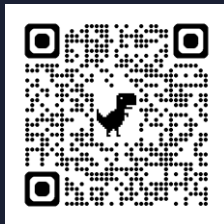
American Planning Association 2025 National Planning Conference



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March 29–April 1, 2025
Denver, Colorado





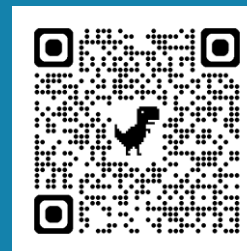
National Association of City Transportation Officials

Designing Cities 2025

The annual NACTO Designing Cities Conference brings together over 1,000 people passionate about advancing the state of transportation in North American cities—engineers, planners, government agency leaders, elected officials, advocates, and other transportation professionals of all career levels.

2025 host: The District Department of Transportation

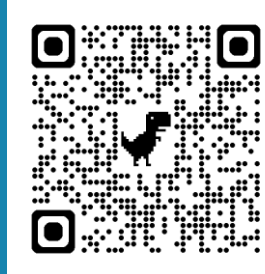
May 29-31, 2025
Washington, D.C.





Two FDOT SRTS Webinars – FREE!

How to Plan a Walk and Bike to School Day
Thu, Apr 24, 2025 10:00 AM - 11:30 AM EDT



Data Analysis and Safe Routes to School
Wed, Apr 2, 2025 10:00 AM - 11:30 AM EDT





SAVE THE DATE

Grants, Growth, & Best Practices

April 29,
2025



From
9:00 AM
To
3:00 PM

Suwannee
County
Fairgrounds
1302 11th St
Live Oak, FL

North Florida Transportation Planning Summit

FDOT District 2 will be diving into topics including State grants, planning for growth, emergency repair best practices, and much more!



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